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ADVERTISEMENTS IN A SEARCH ENGINE****Publication Classification**(76) Inventors: **Taher Haveliwala**, Mountain View, CA
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MOUNTAIN VIEW, CA 94041 (US)(57) **ABSTRACT**

Personalized advertisements are provided to a user using a search engine to obtain documents relevant to a search query. The advertisements are personalized in response to a search profile that is derived from personalized search results. The search results are personalized based on a user profile of the user providing the query. The user profile describes interests of the user, and can be derived from a variety of sources, including prior search queries, prior search results, expressed interests, demographic, geographic, psychographic, and activity information.

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